

Committee Members

Khalid Abdi, Vice Chair
Richard Di Iulio, Member
Mark Schultz, Member
Cassandra McKenzie, Member
Jennifer Kendall, Member
Liam McDermott, Member



TOWN OF MEDWAY COMMONWEALTH OF MASSACHUSETTS

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ECONOMIC DEVELOPMENT COMMITTEE

Minutes

Thursday, March 17, 2022 at 7:00 p.m.

Virtual Meeting via Zoom

Members Present Remotely: Khalid Abdi, Chair, Mark Schultz, Jennifer Kendall, Liam McDermott, Cassandra McKenzie

Members Absent: Rich Di Iulio,

Also Present Remotely:

Barbara J. Saint Andre, Director, Community and Economic Development
Katherine Mitchell, Recording Secretary

Vice Chair Abdi opened the meeting at 7:05 p.m. and members announced themselves.

New Business

Business Resource Guide: Meet consultant and discuss project

Carrie Bernstein of the UMass Donahue Institute introduced herself and shared some slides. Her current position is Research Manager and she mentioned there are two other members of the team. Ms. Bernstein also runs the Massachusetts Data Center. The guide that she is working on for the Committee will be a resource guide for Medway business owners and those looking to establish a new business. Ms. Bernstein stated there are just under 450 businesses in Medway.

Ms. Bernstein mentioned they are looking for volunteers for interviews to provide insight into entrepreneurship in Medway. They will be conducting the direct interviews and it is a one hour commitment. The interviews will help determine the “why’s” of Medway’s business climate and will focus on products and services most needed. There will be focused questions on spaces, challenges, and recent business needs. Mr. McDermott asked who they would like to target. It was suggested that people familiar with the business community and who have contact with a variety of business owners. The committee suggested a member of the Medway Business Council, Select Board, or Planning and Economic Development Board, as good candidates for this type of interview.

Election of Chair and Vice-chair

On a motion made by Ms. McKenzie, seconded by Mr. McDermott, the Economic Development Committee elected Mr. Abdi as Chair of the Committee.

| | |
|--------------------|-----|
| Liam McDermott | Aye |
| Cassandra McKenzie | Aye |
| Jennifer Kendall | Aye |
| Mark Schultz | Aye |
| Khalid Abdi | Aye |

On a motion made by Mr. Schultz, seconded by Ms. McKenzie, the Economic Development Committee elected Liam McDermott as the Vice Chair of the Committee.

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|--------------------|-----|
| Liam McDermott | Aye |
| Cassandra McKenzie | Aye |
| Jennifer Kendall | Aye |
| Mark Schultz | Aye |
| Khalid Abdi | Aye |

Potential initiatives: Restaurant week; High School job fair April 13th

Job Fair – Ms. Saint Andre has emailed the flyer to members of the Committee. Ms. Saint Andre mentioned members should share this information with residents.

Medway Business Council will still assist but would like EDC to take the lead on the Restaurant Week. This involves reaching out to businesses in Medway, advertising, etc. Restaurants can promote special deals – such as free appetizer, free dessert. Sandy Johnston, Communications Director has great contacts in the business community. She has reached out to a number of restaurants in town, and many seem interested. Restaurant Week will be from April 29th to May 6th. The goal is to get more townspeople into the Medway restaurants.

Discussion on potential brew pub pop up event

Ms. McKenzie met onsite at Medway Commons with Ms. Saint Andre, Charter Realty representatives, and a representative from Jack's Abbey brewery. They discussed a potential site in the parking area in front of former Medway Yoga. They also spoke about potential dates of April 30th and May 1st to fall in line with Restaurant Week. It was suggested to hold it during the day from 12 p.m. to 5 p.m. We do not want to compete with businesses in the area. Charter Realty can assist with the layout of the event. Fencing would be required since alcoholic beverages will be served. The idea is to make it a family event with food trucks. We should also engage the businesses at Medway Commons to see if they want to serve the event as well. Need picnic tables, signage, fencing or roped off area. This event is not a town event. It is on private property.

Mr. Abdi suggested raffling business gift cards. Mr. Abdi will reach out to Lions club for funding for a sponsorship of this event. It was agreed to schedule a special meeting for 3/24/22 to discuss further after hearing back from Medway Commons and Jack's Abbey.

Reports

Update on Cultural Council Initiatives and Potential EDC Involvement

Ms. Kendall stated there will be a lecture in the Library about nature in your neighborhood. Pastel painting workshop underway.

Master Plan Committee

On April 5th there will be a Community Forum. Ms. Saint Andre shared the flyer with members. They are in Phase 3 of the Master Plan. Focus groups have been going on. Ms. McKenzie thanked those who participated.

April 21st meeting – Ms. McKenzie will have slides to share to provide an update. There has been extensive community engagement.

Planning and Economic Development Board (PEDB)

No report as Mr. Di Iulio was absent.

Approval of Meeting Minutes from February 17, 2022

On a motion made by Mr. McDermott; seconded by Mr. Schultz, the Economic Development Committee voted by roll call vote to approve the meeting minutes from February 17, 2022.

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|---------------------------|------------|
| Khalid Abdi | Aye |
| Mark Schultz | Aye |
| Liam McDermott | Aye |
| Cassandra McKenzie | Aye |
| Jennifer Kendall | Aye |

Next Meeting: March 24, 2022 via Zoom

On a motion made by Mr. McDermott; seconded by Mr. Schultz, the Economic Development Committee voted unanimously by roll call vote to adjourn at 8:34 p.m.

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|---------------------------|------------|
| Khalid Abdi | Aye |
| Cassandra McKenzie | Aye |
| Mark Schultz | Aye |
| Liam McDermott | Aye |
| Jennifer Kendall | Aye |

Respectfully submitted,

Katherine Mitchell, Recording Secretary

Edited by
Barbara J. Saint Andre, Director
Community and Economic Development

List of Documents Reviewed at the Meeting

1. Powerpoint presentation from UMass Amherst Donahue Institute

Business Resource Guide Project for Medway

UMassAmherst

Donahue Institute
Economic and
Public Policy Research

UMASS DONAHUE INSTITUTE (UMDI)

- Bringing the skills of the university to bear on public and social problems
- Applying theory and innovation to solve real world challenges and enable our clients to achieve their goals and aspirations

Economic and Public Policy Research (EPPR)

Provides unbiased consulting research on economic, demographic, and other public policy issues

EPPR specializes in:

- Industry sectors
- Economic impact and economic development
- Economic, demographic, and workforce issues
- Population estimates and projections
- Public policy
- MassBenchmarks, Population Estimates, State Data Center

MEDWAY'S FIRMS: ESTABLISHMENTS BY INDUSTRY (2021, Q2)

Total = nearly 450 businesses

Doesn't include self-employment/ non-employer sole proprietorships. Data subject to suppression.

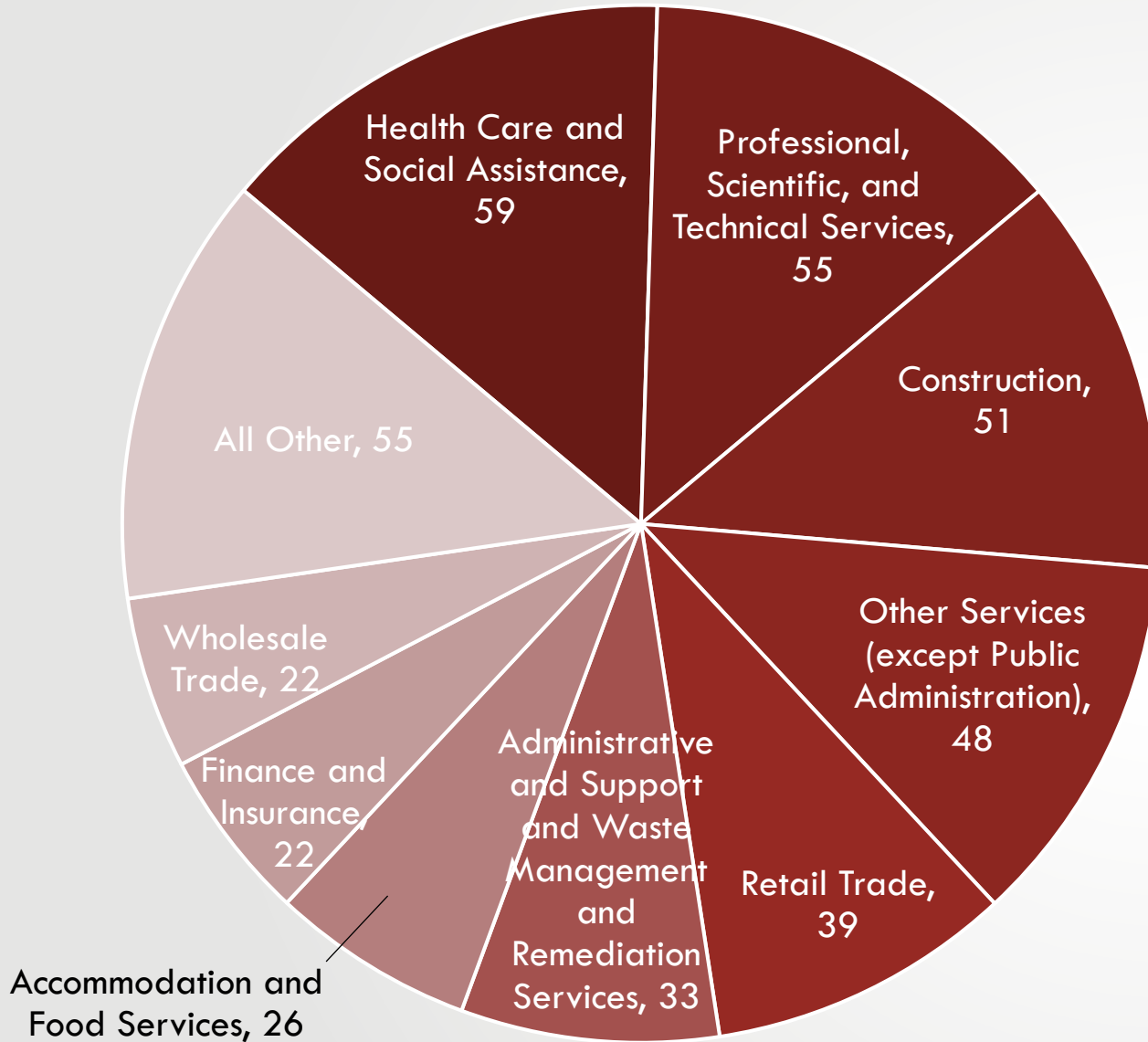
“All Other” includes:

Manufacturing (16),

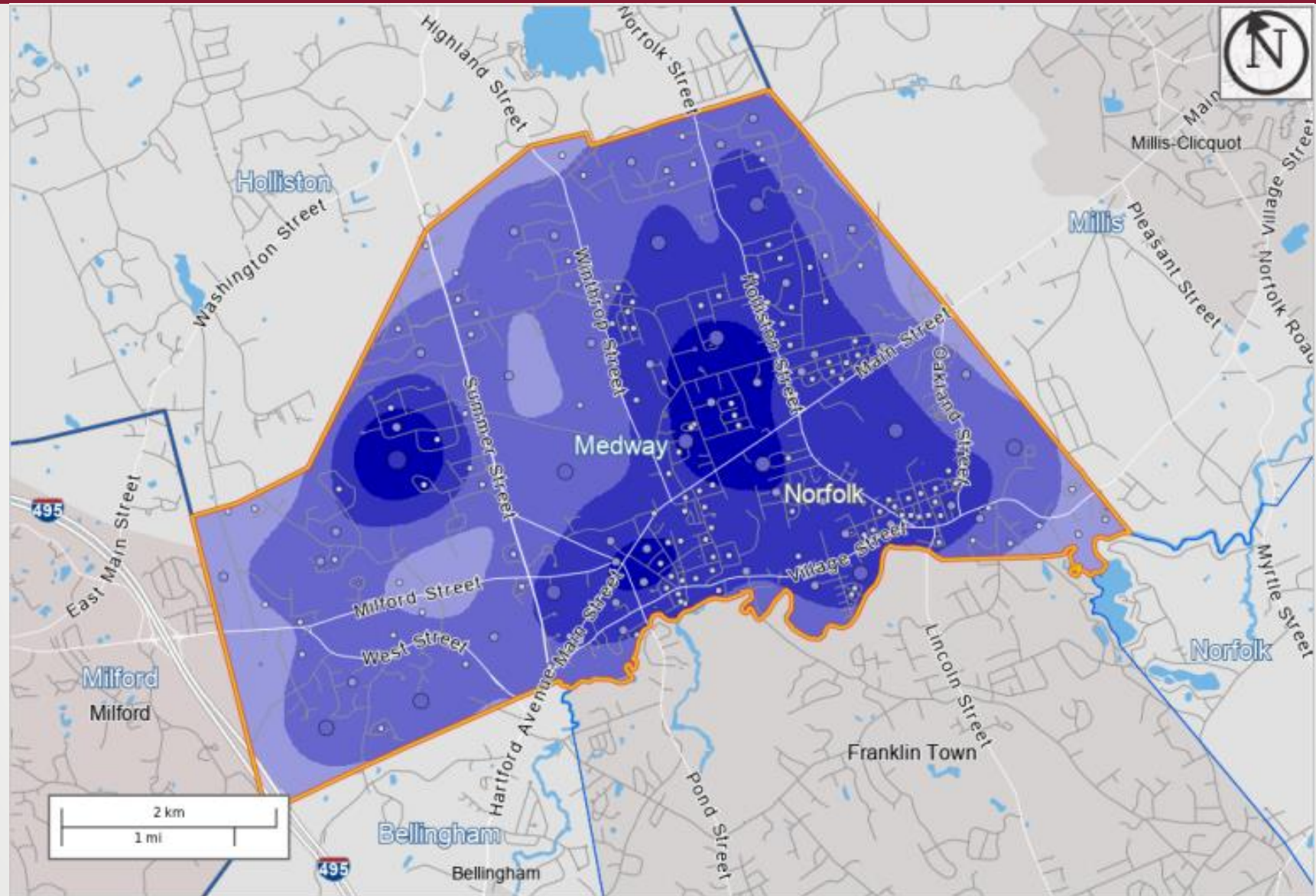
Information (14),

Transportation and Warehousing (9),

Arts, Entertainment and Recreation (9), as well as Real Estate and Rental and Leasing (7) and more which may have suppression due to very few firms in that industry, such as Utilities.

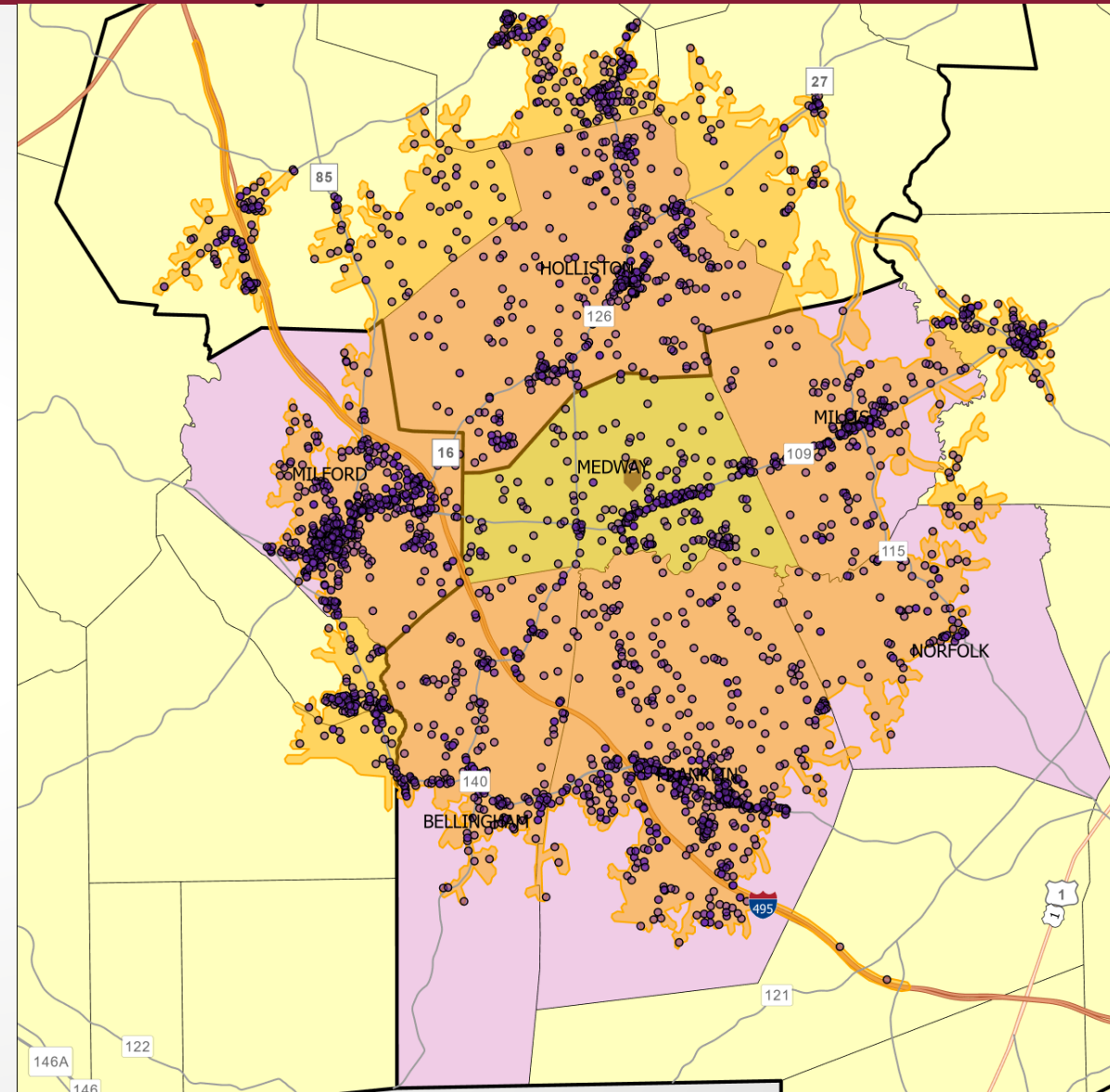
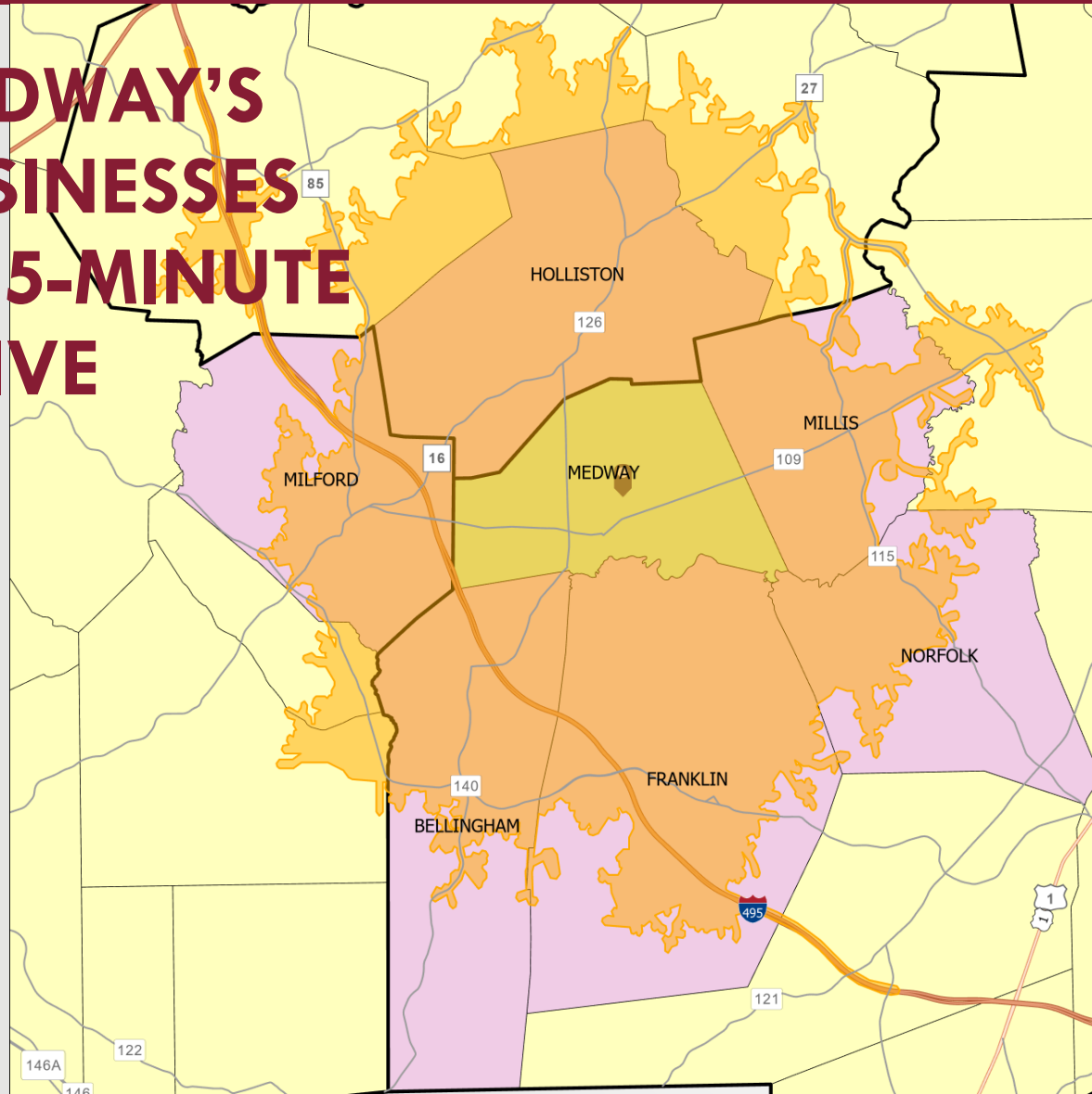


DENSITY OF JOBS IN MEDWAY

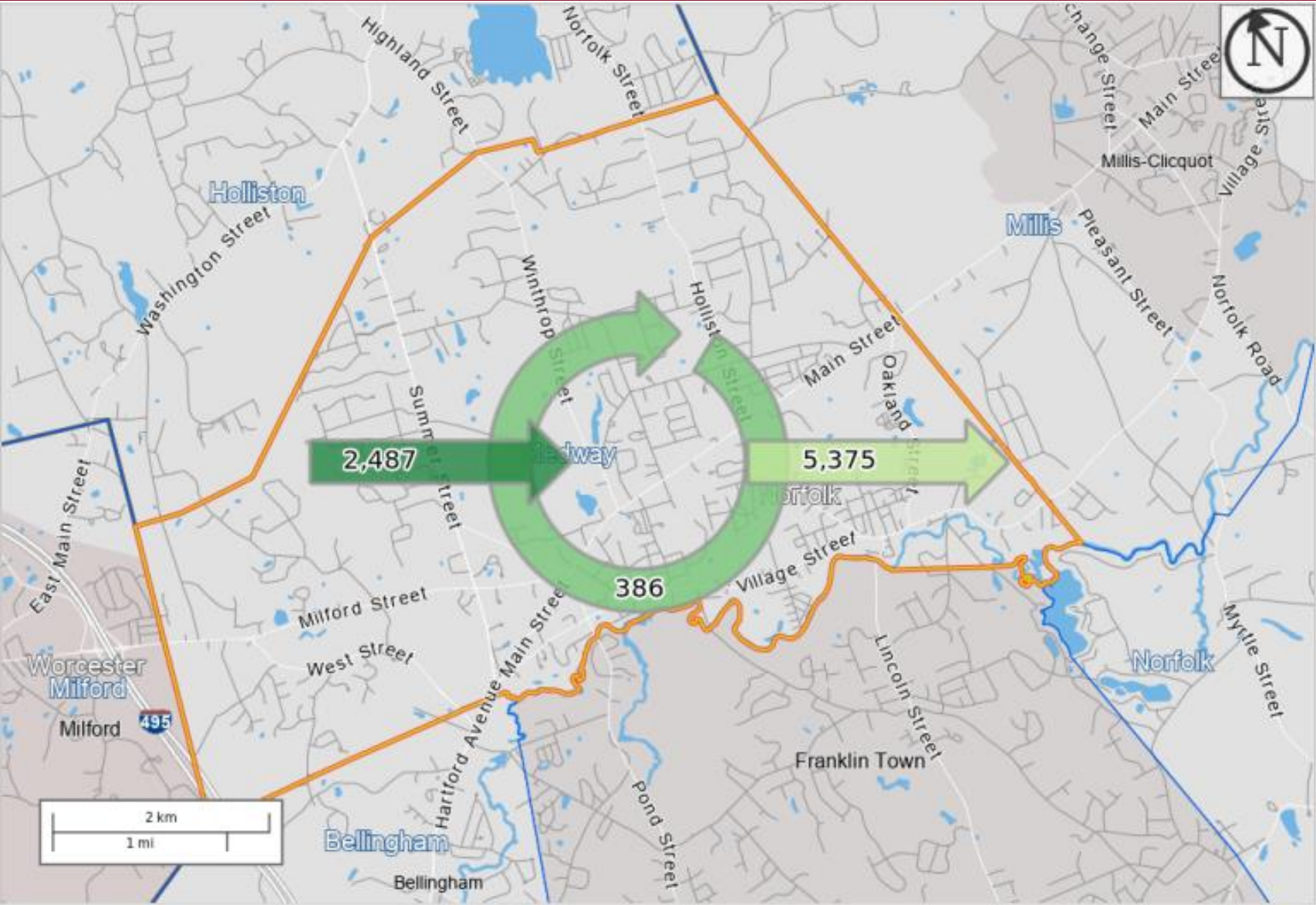


Source: U.S. Census Bureau OnTheMap, 2019

MEDWAY'S BUSINESSES & 15-MINUTE DRIVE



COMMUTER FLOWS FOR MEDWAY

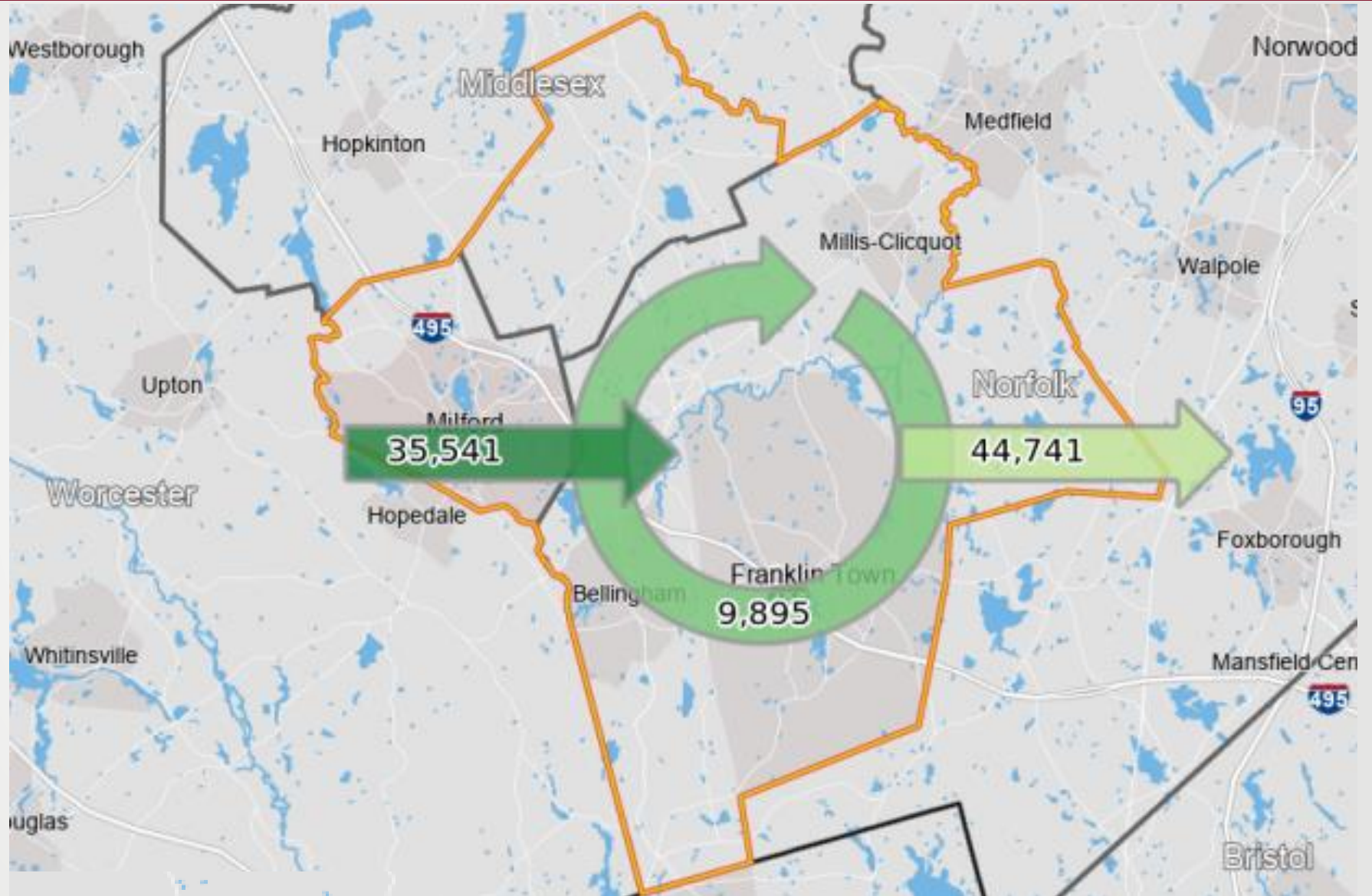


Source: U.S. Census Bureau OnTheMap, 2019

COMMUTER FLOWS, MEDWAY & ABUTTING COMMUNITIES

Selected communities are:

Medway,
Milford,
Holliston,
Millis,
Bellingham,
Franklin,
Norfolk



Source: U.S. Census Bureau OnTheMap, 2019

PROJECT: GEOGRAPHY, LIST, REPORT, INFORMANTS

Nuts and bolts of the project:

- Possible geographies of interest could be Town of Medway only, Medway and abutting towns, 15-min drive time footprint (drive time geography possible for some but not all data)
- Business list focus B2B within Medway or the above geographies or another regional delineation, plus regional state resources, limited in length for optimal usability for local businesses
- Report on business climate reflecting local circumstances with regional trends, current challenges, data like shown
- Key informant contacts needed (next slide)

KEY INFORMANTS

What's most critical that we could learn from people?

We plan to complete 2-3 interviews, who ideally should we talk to?

We seek:

Insight into entrepreneurship in Medway

Approx. 1 hour commitment

We direct interviews, key informants answer our questions on:

- “whys” of Medway’s business climate
- products and services most needed
- focused questions on spaces, challenges, and recent business needs